

TS46/FULL/11

46/9/11 (Item 11 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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11460594 SUPPLIER NUMBER: 57094902 (THIS IS THE FULL TEXT)  
**WishClick Kicks Off Marketing Campaign by Tempting Consumers With  
Tell-a-Friend Promotion; Register with WishClick and receive up to \$50 in  
SuperCertificates from GiftCertificates.com.**  
Business Wire, 0415  
Nov 2, 1999  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 565 LINE COUNT: 00053

## TEXT:

FOSTER CITY, Calif.--(BUSINESS WIRE)--Nov. 2, 1999--

WishClick Inc., the personal gift registry for every occasion, today announced one of their first consumer promotions for this holiday season. Starting today and running through November 15, all WishClick(TM) new and existing members will receive a \$10 SuperCertificate(TM) from GiftCertificates.com. WishClick members who refer and successfully register five friends with WishClick will receive a \$25 SuperCertificate; those who refer and register ten or more will earn a \$50 SuperCertificate.

A SuperCertificate is the ultimate gift certificate, available exclusively from GiftCertificates.com. Consumers already signed up with WishClick will have the opportunity to receive a \$10 SuperCertificate on November 2. To participate in the \$25 and \$50 promotion, members simply click the "Tell-a-Friend" icon on the WishClick home page and enter their friends' email addresses. SuperCertificates can be claimed and redeemed at GiftCertificates.com. Members will be able to use their SuperCertificates in exchange for gifts from over 100 top national retailers, restaurants, hotels, spas and more.

"WishClick makes it easy for everyone to give and receive the right gift with greater confidence and convenience," said Carol Carpenter, vice president of marketing at WishClick, Inc. "We are excited to kick off our fall consumer marketing campaign with this valuable incentive - starting today, it pays in more ways than one to be a WishClick member."

While browsing favorite retailers online, consumers can conveniently capture their wishes, saving desired gifts into a personalized Wish List by clicking on the WishClick button. Friends, family and colleagues visit WishClick to select gifts from a Wish List, and then purchase from preferred retailers in an easy and seamless shopping experience.

"WishClick and GiftCertificates.com make it easy for people to give and receive gifts online today," said Adrienne Skinner, vice president of business development at GiftCertificates.com. "It's the perfect combination, making it simpler for consumers to fulfill every gifting wish."

## About GiftCertificates.com

GiftCertificates.com is a user-friendly e-commerce destination site that sells branded gift certificates for the nation's leading retailers, restaurants, and hotels, including: Barnes & Noble, Bath & Body Works, Bed Bath & Beyond, Brooks Brothers, CHANEL, Eddie Bauer, Joan & David, The Sharper Image, and many more. Customers can purchase elegantly packaged gift certificates sent via overnight and standard mail or electronic gift certificates sent via email. GiftCertificates.com also provides back-end services for retailers and e-tailers that outsource their gift certificate offerings. For more information visit [www.GiftCertificates.com](http://www.GiftCertificates.com).

## About WishClick

WishClick is the personal gift registry for every occasion that helps

consumers give and receive the right gifts with convenience and confidence. Consumers register once with WishClick, then shop at the category-leading retailers they already know and trust. Members of the WishClick retail network include; BigStar Entertainment (BGST), Crutchfield Electronics, Ebags, Encyclopedia Britannica, Fusion.com, GiftCertificates.com, Hanna Andersson, Pacific Sunwear (PSUN), Powell's Books, Proflowers.com and The Sharper Image (SHRP). WishClick was founded in 1998 to ensure great gift experiences, make shopping easier and prevent unnecessary returns. Launched in September of 1999, the company is based in Foster City, Calif. and is backed by private and institutional investors. For more information, please visit [www.wishclick.com](http://www.wishclick.com).

Note to Editors: WishClick is a registered Trademark of WishClick, Inc.

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COMPANY NAMES: GiftCertificates.com

INDUSTRY CODES/NAMES: BUS Business, General; BUSN Any type of business

DESCRIPTORS: Online services

GEOGRAPHIC CODES/NAMES: 1USA United States

PRODUCT/INDUSTRY NAMES: 4811520 (Online Services)

SIC CODES: 4822 Telegraph & other communications

NAICS CODES: 514191 On-Line Information Services

FILE SEGMENT: NW File 649

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## SHOW FILES

File 148:Gale Group Trade & Industry DB 1976-2002/May 24  
 (c)2002 The Gale Group  
 File 16:Gale Group PROMT(R) 1990-2002/May 23  
 (c) 2002 The Gale Group  
 File 47:Gale Group Magazine DB(TM) 1959-2002/May 24  
 (c) 2002 The Gale group

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Set	Items	Description
S1	203307	EMAIL OR (CHAIN () MAIL)
S2	2707235	INTERNET OR ONLINE
S3	17127	(GIFT () CARD) OR (GREETING () CARD) OR (GIFT () CERTIFICA- TE)
S4	1930632	(FORWARD OR SEND OR (SECOND () RECIPIENT) OR (MULTIPLE () - RECIPIENT?))
S5	40082	DS
S6	379006	PRIZE OR REWARD OR GIFT
S7	1356625	RECRUIT OR MEMBER OR JOIN
S8	90	S1 AND S2 AND S3 AND S4 AND S6 AND S7
S9	23	S8 NOT PY>1999
S10	14	RD (unique items)
S11	4	S8 NOT GIFT
S12	1379	S1 AND S2 AND S6 AND S7
S13	429	S12 NOT PY>1999
S14	0	S13 AND (FORWARD (5N) ((SECOND OR OTHER) () RECIPIENT))
S15	960	(MULTILEVE OR MULTILEVEL) () MARKET?
S16	0	S15 AND (CHAIN () MAIL)
S17	3358	S1 AND (PRIZE OR REWARD)
S18	397	S17 AND (JOIN OR RECRUIT)
S19	0	S18 AND (SECOND () RECIPIENT)
S20	118	S18 AND (FORWARD)
S21	34	S20 NOT PY>1999
S22	24	RD (unique items)
S23	41	(CHAIN () MAIL) AND (MEMBER OR RECRUIT)
S24	24	S23 NOT PY>1999
S25	23	RD (unique items)
S26	4627	S4 AND S3
S27	1024	S26 AND (MEMBER OR MEMBERSHIP OR JOIN OR RECRUIT)
S28	589	S27 NOT PY>1999
S29	323	S28 AND OFFER
S30	5	S29 AND (FORWARD (7N) (REWARD OR GIFT OR PRIZE OR OFFER))
S31	4	REGIFT OR RE-GIFT
S32	138	((FORWARD (5N) OFFER) AND (EMAIL))
S33	34	S32 AND (MEMBER OR JOIN OR MEMBERSHIP OR PROSELYTIZE)
S34	15	S33 NOT PY>1999
S35	20802	(ADVERTISING (5N) NETWORK)
S36	5159	S35 AND (PRIZE OR REWARD OR OFFER)
S37	3065	S36 AND (INTERNET OR ONLINE)
S38	861	S37 AND (MEMBER OR MEMBERSHIP OR JOIN OR RECRUIT)
S39	325	S38 NOT PY>1999
S40	17	S39 AND (CLICK (S) (PRIZE OR REWARD OR OFFER))
S41	15876	S2 AND S6 AND S7
S42	1132	S41 AND (REFER OR REFERRAL)
S43	1132	S42 NOT PY.1999
S44	467	S42 NOT PY>1999
S45	122	S44 AND ((REFER OR REFERRAL) (S) NEW)
S46	84	RD (unique items)
S47	2	S46 AND (ASK (S) JOIN)

L Number	Hits	Search Text	DB	Time stamp
1	27083	internet or online	USPAT	2002/05/24 11:46
2	1	(internet or online) and (chain adj mail)	USPAT	2002/05/24 11:48
3	2060	(internet or online) and (forward\$ near9 (mail or message or card or greeting))	USPAT	2002/05/24 11:49
4	961	(internet or online) and (forward near9 (mail or email or message or card or greeting))	USPAT	2002/05/24 11:49
5	42	((internet or online) and (forward near9 (mail or email or message or card or greeting))) and (second near5 recipient)	USPAT	2002/05/24 11:50
6	1	((internet or online) and (forward near9 (mail or email or message or card or greeting))) and (second near5 recipient) and (prize or reward)	USPAT	2002/05/24 11:51
7	24	((internet or online) and (forward near9 (mail or email or message or card or greeting))) and (prize or reward)	USPAT	2002/05/24 12:23
8	0	regift	USPAT	2002/05/24 13:18
9	27083	internet or online	USPAT	2002/05/24 13:18
10	306	(internet or online) and (gift or (greeting adj card))	USPAT	2002/05/24 13:18
11	127	((internet or online) and (gift or (greeting adj card))) and (member?)	USPAT	2002/05/24 13:19
12	182	((internet or online) and (gift or (greeting adj card))) and (member\$)	USPAT	2002/05/24 13:22
13	28573	((internet or online) and (gift or (greeting adj card))) and (member\$) ((determine or ask or request or solicit) same member\$)	USPAT	2002/05/24 13:42
14	51	((internet or online) and (gift or (greeting adj card))) and (member\$) and ((determine or ask or request or solicit) same member\$)	USPAT	2002/05/24 13:25
15	37	((internet or online) and (gift or (greeting adj card))) and (member\$) and ((determine or ask or request or solicit) same (member or membership))	USPAT	2002/05/24 13:31
16	11	((internet or online) and (gift or (greeting adj card))) and (member\$) and ((membership or member) same (recipient or donee or receiving))	USPAT	2002/05/24 13:34
17	44	((internet or online) and (gift or (greeting adj card))) and (member\$) and ((qualified or known) same (recipient or donee or receiving))	USPAT	2002/05/24 13:34
18	16405	((internet or online) and (gift or (greeting adj card))) ((determine or ask or request or check or solicit) same account)	USPAT	2002/05/24 13:43
19	93	((internet or online) and (gift or (greeting adj card))) and ((determine or ask or request or check or solicit) same account)	USPAT	2002/05/24 13:43
20	16	((internet or online) and (gift or (greeting adj card))) and ((determine or ask or request or check or solicit) same account)) and (recipient same account)	USPAT	2002/05/24 13:43
-	628	705/26.ccls.	USPAT	2002/05/24 11:46
-	27	(705/26.ccls. and ((greeting or gift) same (card))) and (gift or present)	USPAT	2002/04/08 12:07
-	24	((705/26.ccls. and ((greeting or gift) same (card))) and (gift or present)) and (cash or money or credit or (gift adj certificate))	USPAT	2002/04/08 12:08

-	33	705/26.ccls. and ((greeting or gift) same (card))	USPAT	2002/04/08 12:35
-	404	705/26.ccls. and ((card))	USPAT	2002/04/08 12:25
-	58	(705/26.ccls. and ((card))) and (gift or present or greeting)	USPAT	2002/04/08 12:28
-	52	705/26.ccls. and (gift or present)	USPAT	2002/04/08 12:28
-	8	705/26.ccls. and ((birthday) same (card))	USPAT	2002/04/08 12:35
-	628	705/26.ccls.	USPAT	2002/04/08 12:37
-	188	705/26.ccls. and ((greeting or gift or present or electronic) same (card))	USPAT	2002/04/08 12:36
-	119	(705/26.ccls. and ((greeting or gift or present or electronic) same (card))) and ((electronic or online or virtual) near8 card)	USPAT	2002/04/08 12:36
-	339	705/27.ccls.	USPAT	2002/04/08 12:37
-	23	705/27.ccls. and ((greeting or gift or birthday or occassion) same card)	USPAT	2002/04/08 12:37
-	27083	internet or online	USPAT	2002/05/23 17:05
-	102	(internet or online) and (greeting same card)	USPAT	2002/05/23 17:06
-	3	((internet or online) and (greeting same card)) and (gift adj certificate)	USPAT	2002/05/23 17:09
-	35	(internet or online) and (gift adj certificate)	USPAT	2002/05/23 17:09
-	17	((internet or online) and (gift adj certificate)) and ((determine or check) same account)	USPAT	2002/05/23 17:10